



**Chapter 155 Sign Code
City of Port St. Lucie Text Amendment
P23-059**

SUMMARY

Applicant's Request:	An update to Chapter 155 Sign Code and Chapter 153 Definitions
Applicant:	City of Port St. Lucie
Applicant Type:	Zoning Text Amendment to the City's Land Development Regulations
Project Planner:	Daniel Robinson, Planner III/Code Compliance Liaison

Project Description

Proposed amendment to Chapter 153, "Definitions" (Exhibit A) and Chapter 155, "Sign Code" (Exhibit B) of the Code of Ordinances of the City of Port St. Lucie to Add Electric Message Board Sign regulations and related definitions.

Background and Analysis

Staff has proposed a Sign Code Text Amendment to add Section 155.08 (I) Institutional Zoning Districts Freestanding Signs permitting the addition of electronic message board signs to the permitted freestanding monument signs in the Institutional Districts of the City, and also proposed to add related definitions to Chapter 153.

Electronic message signs currently are not allowed, except for limited exceptions for the City and CRA, and as specifically allowed by a Master Sign Program in Tradition, Midway Business Park (for interstate visible signs), and St. Lucie Medical Center (only for the use of display of wait time for the ER).

Electronic message signs can be an effective way of communication in some applications. They can also be distracting and depending on the installation can change the appearance or character of a district or area. This proposed text amendment would cure a current violation, and allow for electronic message board signs in institutional districts in a limited fashion.

STAFF RECOMMENDATION

The Planning and Zoning Department finds the proposed text amendment to be consistent with the intent and direction of the City's comprehensive plan and recommends approval.